

## ORDER



**Orders**  
**Order / Rev:** 170115  
**Alt Order #:** 06393586  
**Product Desc:** NRSC 2012  
**Estimate:**  
**Flight Dates:** 10/31/12 - 11/06/12  
**Original Date / Rev:** 10/23/12 / 10/24/12  
**Order Type:** GENERAL

**WDJT-TV-LP**  
**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency**  
**Name:** Strategic Media Services  
**Buying Contact:** Neil Williams  
**Billing Contact:**  
 3299 K Street NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Issue/NRSC  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	47	\$82,700.00	\$70,295.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	47	\$82,700.00	\$70,295.00	0.00
<b>Totals</b>	<b>47</b>	<b>\$82,700.00</b>	<b>\$70,295.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	16%	\$82,700.00
Market	100%	\$516,875.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$5,168.75
WISN	28%	\$144,725.00
WITI	28%	\$144,725.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	26%	\$134,387.50
WVTV	1%	\$5,168.75
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	10/31/12	11/02/12	M-F Late News	CM	10p-1035p	--WTF--	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
				M-F Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		4			\$2,000.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDJT	10/29/12-11/04/12		M-F Late News		10p-1035p	--WThF----		:30	<del>(\$2,000.00)</del>		0.00	NM		
	See MG 1.5														
5	WDJT	10/29/12-11/04/12		Sat Late News		10p-1035p	-----Sa--		:30	\$2,000.00		0.00	NM		

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 Estimate: WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/31/12	11/02/12	M-F Late News M-F Late News	CM	10p-1035p	--WTF--	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--WTF--	4		\$2,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WDJT	11/02		MG for 1.1 11/02											
E 2	WDJT	10/31/12	11/02/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a	--WTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
Week:		10/29/12	11/04/12	--WTF--	3		\$400.00		0.00						
E 3	WDJT	11/05/12	11/06/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a	MT-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
Week:		11/05/12	11/11/12	MT-----	2		\$400.00		0.00						
E 4	WDJT	10/31/12	11/02/12	Price Is Right 10a-11a Price Is Right 10a-11a	CM	10a - 11a	--WTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
Week:		10/29/12	11/04/12	--WTF--	3		\$1,000.00		0.00						
E 5	WDJT	11/06/12	11/06/12	Price Is Right 10a-11a Price Is Right 10a-11a	CM	10a - 11a	-1-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
Week:		11/05/12	11/11/12	-1-----	1		\$1,000.00		0.00						
E 6	WDJT	10/31/12	11/02/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	--WTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
Week:		10/29/12	11/04/12	--WTF--	3		\$1,000.00		0.00						
E 7	WDJT	11/06/12	11/06/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	-1-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
Week:		11/05/12	11/11/12	-1-----	1		\$1,000.00		0.00						
E 8	WDJT	10/31/12	11/02/12	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p	--WTF--	:30	6	\$400.00	P-1	0.00	NM	6	\$2,400.00
Week:		10/29/12	11/04/12	--WTF--	6		\$400.00		0.00						
E 9	WDJT	11/05/12	11/05/12	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p	2-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
Week:		11/05/12	11/11/12	2-----	2		\$400.00		0.00						
E 10	WDJT	10/31/12	11/02/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p	--WTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
Week:		10/29/12	11/04/12	--WTF--	3		\$400.00		0.00						
E 11	WDJT	11/05/12	11/05/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p	1-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
Week:		11/05/12	11/11/12	1-----	1		\$400.00		0.00						
E 12	WDJT	10/31/12	11/02/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	--WTF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
Week:		10/29/12	11/04/12	--WTF--	3		\$800.00		0.00						
E 13	WDJT	11/05/12	11/05/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	1-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
Week:		11/05/12	11/11/12	1-----	1		\$800.00		0.00						
E 14	WDJT	10/31/12	11/02/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	--W-F--	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
Week:		10/29/12	11/04/12	--W-F--	2		\$2,500.00		0.00						
E 15	WDJT	11/01/12	11/01/12		CM	M-F 630p-7p	---1---	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Wheel of Fortune 630p-7p 630p-7p/Wheel										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	---1---					1	\$2,500.00		0.00			
E 16	WDJT	11/05/12	11/05/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p 1-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/11/12	1-----					1	\$2,500.00		0.00			
E 17	WDJT	10/31/12	11/02/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p --WTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	--WTF--					3	\$600.00		0.00			
E 18	WDJT	11/05/12	11/05/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p 1-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/11/12	1-----					1	\$600.00		0.00			
E 19	WDJT	10/31/12	10/31/12	Wed 7p - 8p Survivor: Philippines	CM	7p - 8p --1----	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	--1----					1	\$10,000.00		0.00			
E 20	WDJT	10/31/12	10/31/12	Wed 8p - 9p Criminal Minds	CM	Wed 8p - 9p --1----	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	---1---					1	\$10,000.00		0.00			
E 21	WDJT	11/01/12	11/01/12	Th 8p - 9p Person of Interest	CM	Th 8p - 9p ---1---	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	---1---					1	\$10,000.00		0.00			
E 22	WDJT	11/04/12	11/04/12	NFL Early Game Regular NFL Early Game	CM	NFL Early Game -----1	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----1-					1	\$6,000.00		0.00			
E 23	WDJT	11/04/12	11/04/12	NFL Late Game Regular NFL Late Game Regular Season (3:15 PM-6:30 PM)	CM	NFL Late Game Regular -----1	:30	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----1					1	\$8,000.00		0.00			
E 24	WDJT	11/04/12	11/04/12	1105p-1205a Castle	CM	1105p-1205a -----1	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----1					1	\$300.00		0.00			
												Totals	47	\$82,700.00